



CITY OF
TAYLORSVILLE
UTAH

TAYLORSVILLE COMMUNITY SURVEY

FALL 2019 PUBLIC OPINION RESEARCH





- 1 Overall residents are happy with the way the City is being run. **2/3 residents say Taylorsville is heading in the right direction.** Residents also express majority positive views across City health attributes.
- 2 **Residents' major concerns are focused on traffic and growth.** Crime is a significant secondary concern.
- 3 **Overall, just under half of residents feel they get enough attention from the City—District 1 residents are most likely to want more.** They are most likely to say their neighborhood does not get enough attention and least likely to be satisfied when contacting City officials with requests or complaints.
- 4 Residents would prefer receiving their information about the city in three main ways: **1) the Taylorsville Journal (36%), 2) an email from the city (26%),** or social media (14%).
- 5 When it comes to businesses, residents would like to see the City attract more **restaurants or supermarkets.** If residents could have any additional recreational amenity in Taylorsville, **an indoor pool is by far the most popular choice.**

FINDINGS TO REMEMBER

SURVEY METHODOLOGY



11,701 residents were randomly sampled from the publicly available Utah registered voter file. Survey invitations were sent via email and printed mail. Responses were collected from October 22 – November 25, 2019.

After taking the survey, all respondents were invited to join the Taylorsville City residents' panel to participate in future research regarding the City.

8%

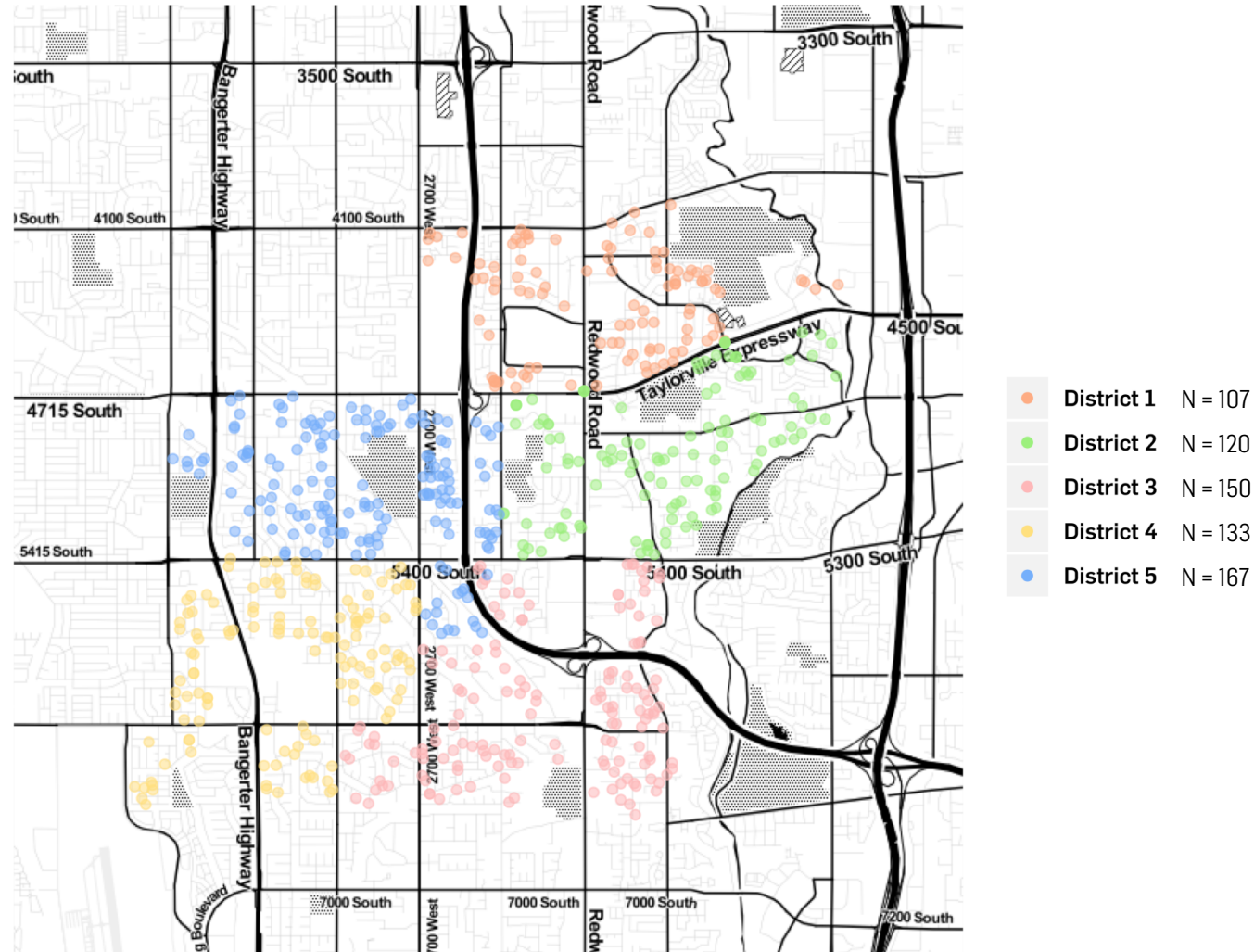
Of the 11,701 delivered invitations, 937 citizens responded by completing online surveys. This results in a response rate of approximately 8% overall. Each email address could respond only once.

**+3
-**

937 interviews among an estimated registered voter population of 25k results in a margin of error for the survey of plus or minus 3.1 percentage points. Responses were weighted by age, gender, home ownership, and city council district to better approximate the City's demographic composition.

GEOGRAPHIC DISTRIBUTION OF RESPONDENTS

Responses were geocoded to allow for analysis of geographic trends in attitudes and behaviors. Although the number of respondents varied across district, even the unweighted ns by district were similar to the proportion of registered voters in each district.

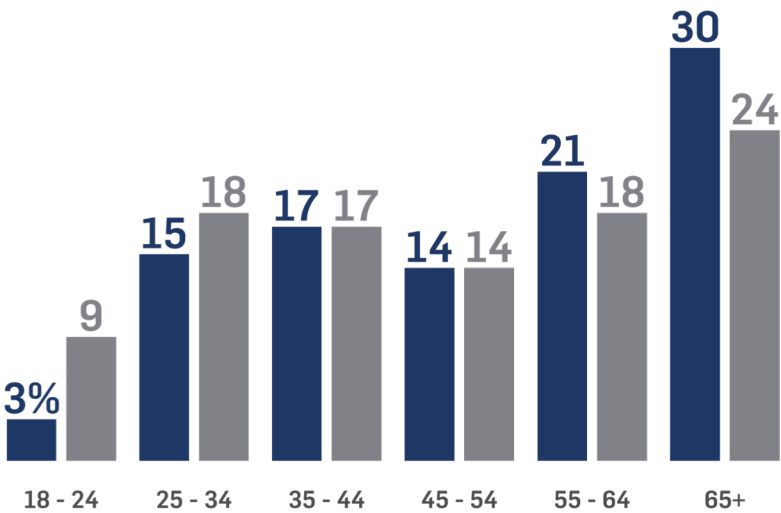


N = 308 respondents did not have an address on file that could be geocoded

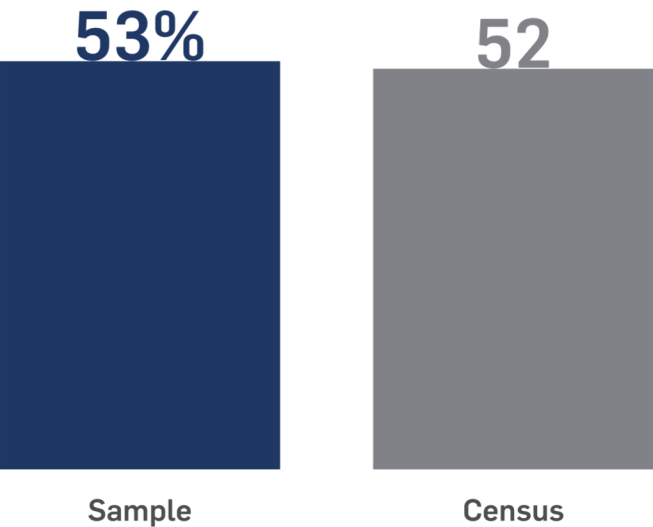
DEMOGRAPHICS: SURVEY SAMPLE SIMILAR TO CENSUS

For most demographics, the survey sample closely matches the census data. However, the biggest differences are that the sample is more white (by 26 percentage points) and more married (by 19 points).

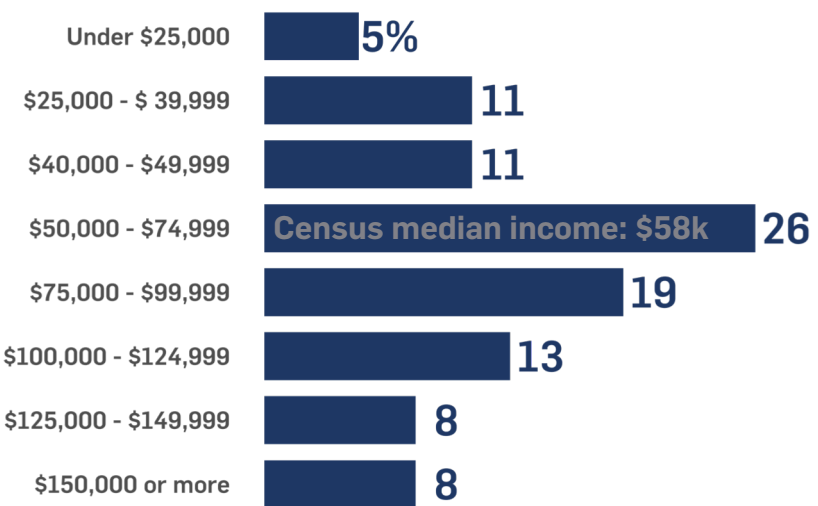
Age



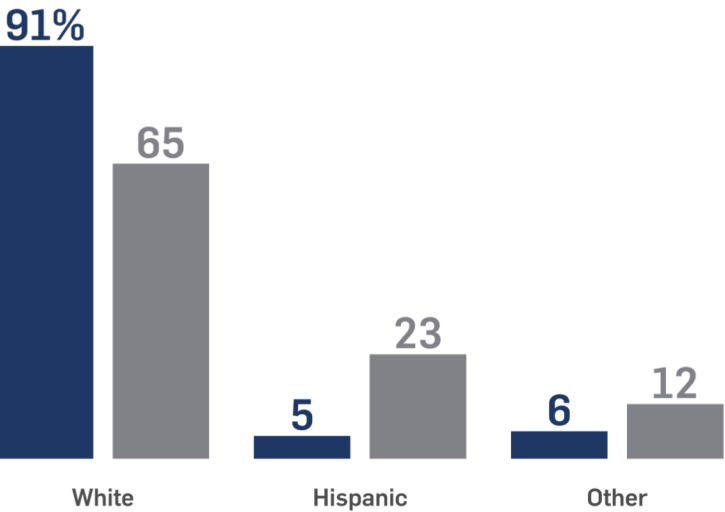
Female



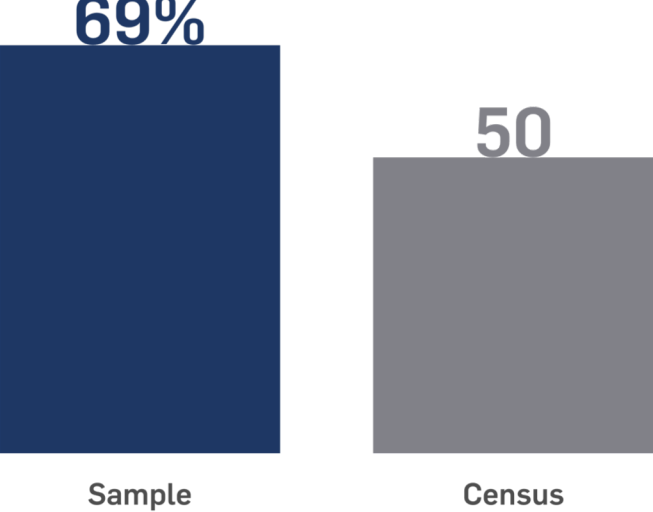
Income



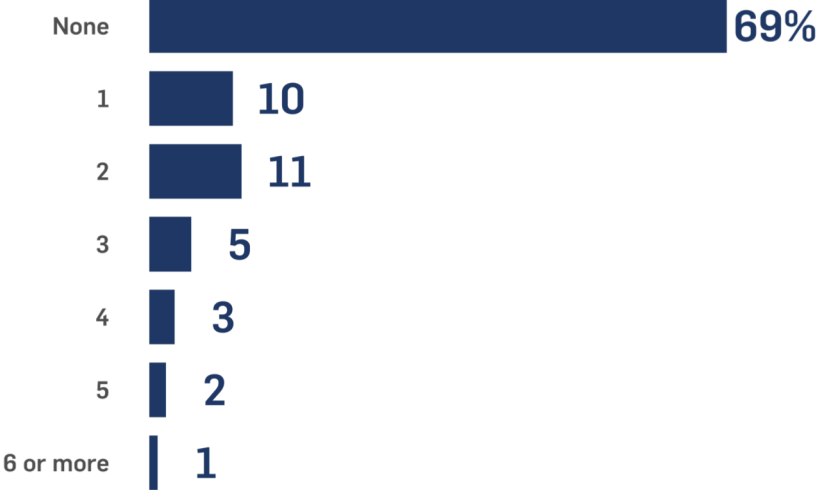
Race



Marriage Rate



Children



GENERAL CITY METRICS

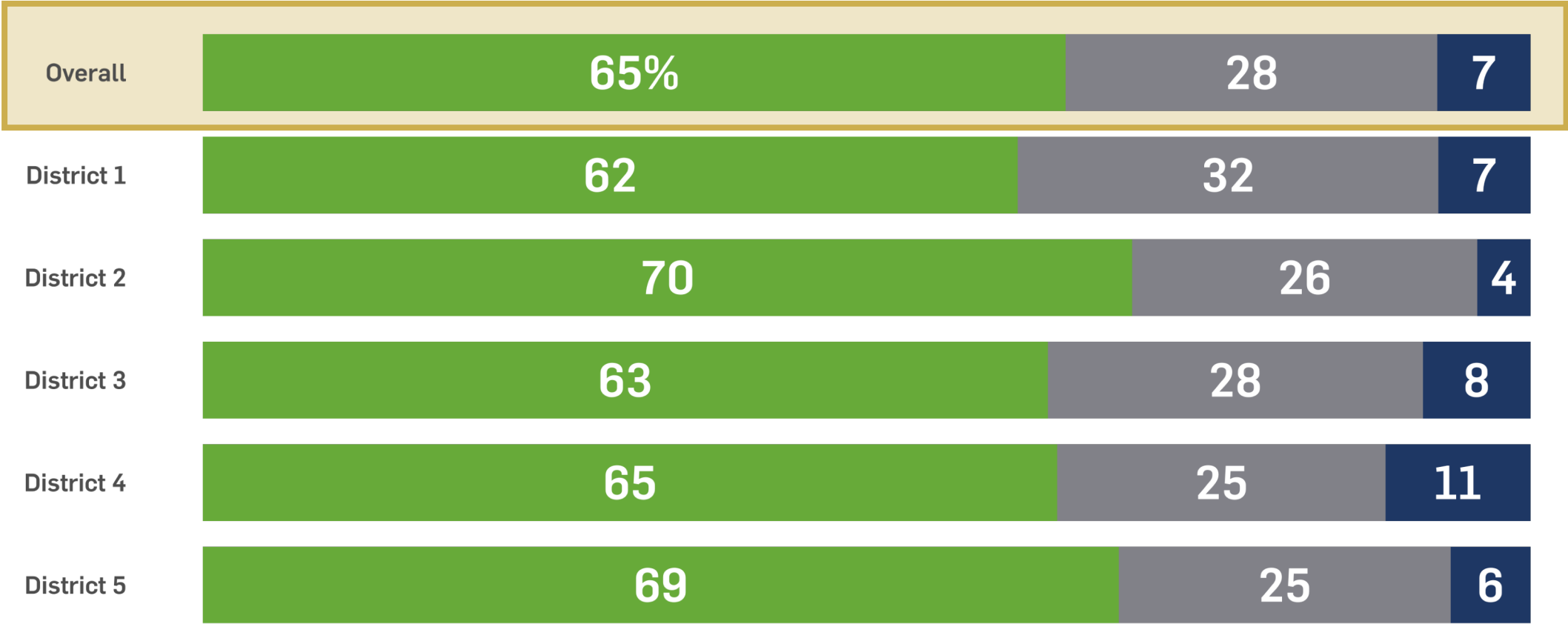
MAJORITY SAY TAYLORSVILLE IS HEADED IN THE RIGHT DIRECTION

More than 6/10 residents in every district say Taylorsville is headed in the right direction. Overall, only 7% say it is headed in the wrong direction. Districts 2 and 5 are most optimistic about the direction of Taylorsville.



Overall, would you say the City of Taylorsville is headed in the right direction or the wrong direction?

Right direction Don't know/Unsure Wrong direction

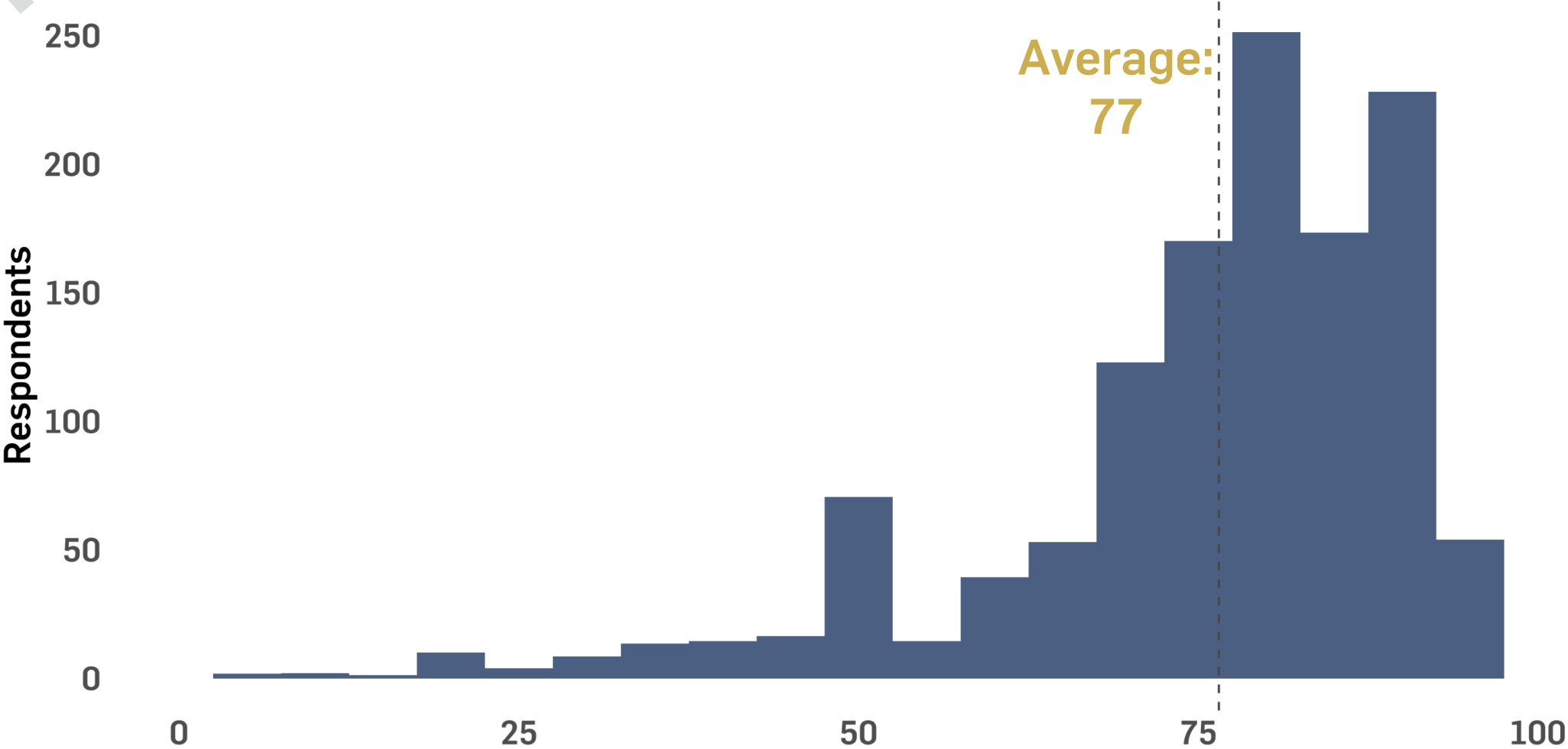


RESIDENTS RATE THEIR QUALITY OF LIFE POSITIVELY

On average, residents give Taylorsville a quality of life rating of 77 on a scale of 0-100. Only 10% of residents give Taylorsville a score of 50 or lower.



All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Taylorsville?

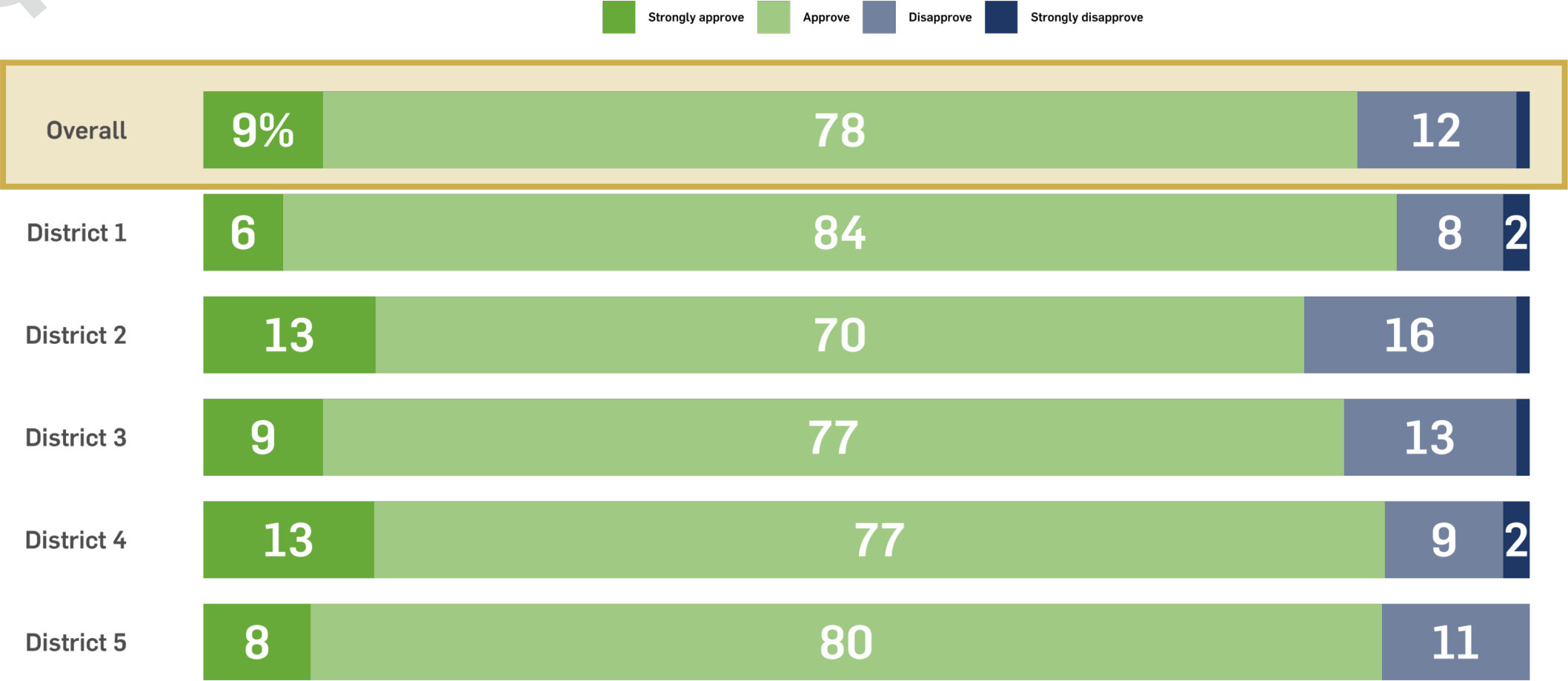


HIGH APPROVAL RATINGS OF LOCAL OFFICIALS

Less than 20% of residents in any district disapprove of the job the mayor and city council are doing.



Do you approve or disapprove of how the Taylorsville Mayor and City Council are handling their jobs?

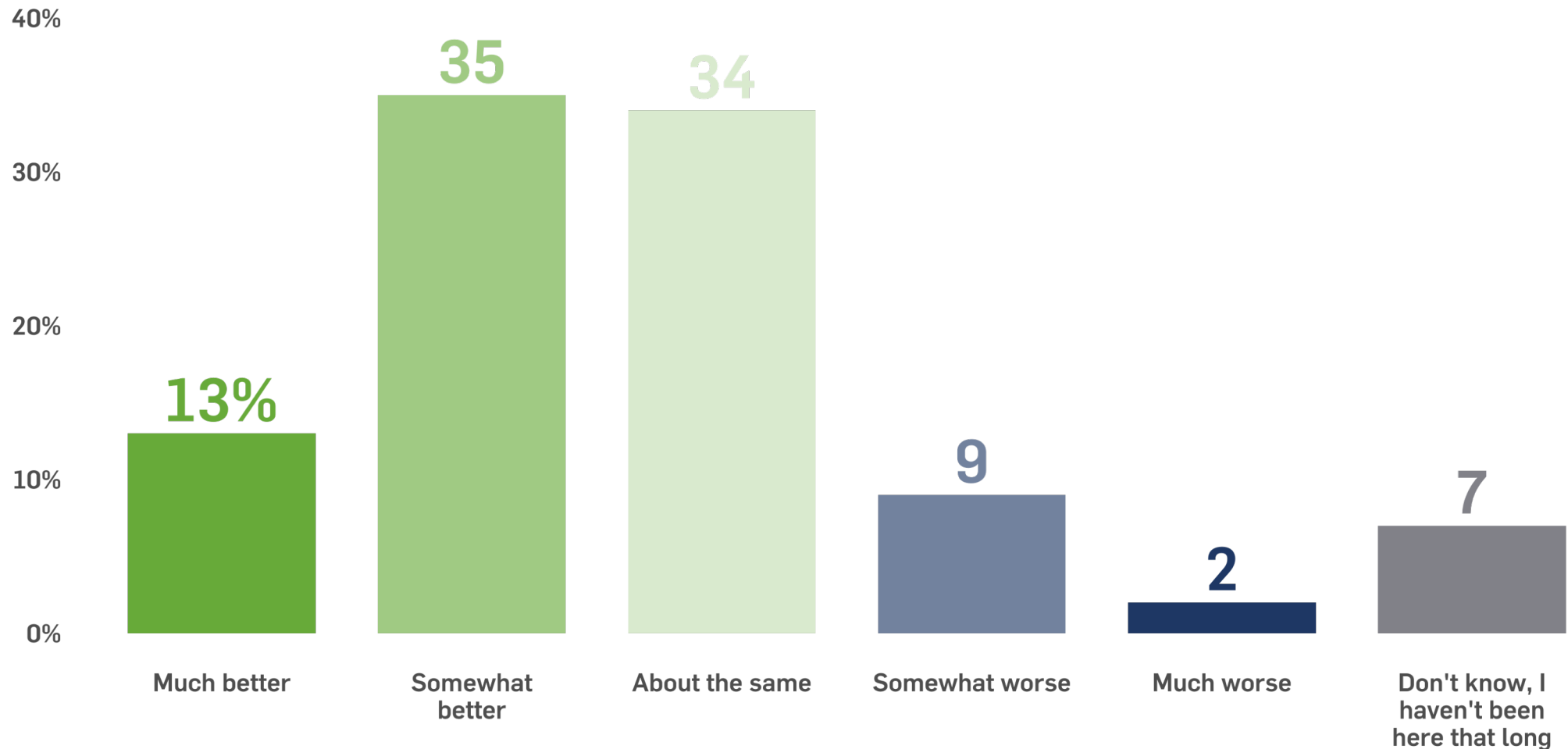


MOST SAY TAYLORSVILLE IS DOING BETTER THAN 5 YEARS AGO

48% of residents say Taylorsville is doing better than 5 years ago while only 11% say it is doing worse.



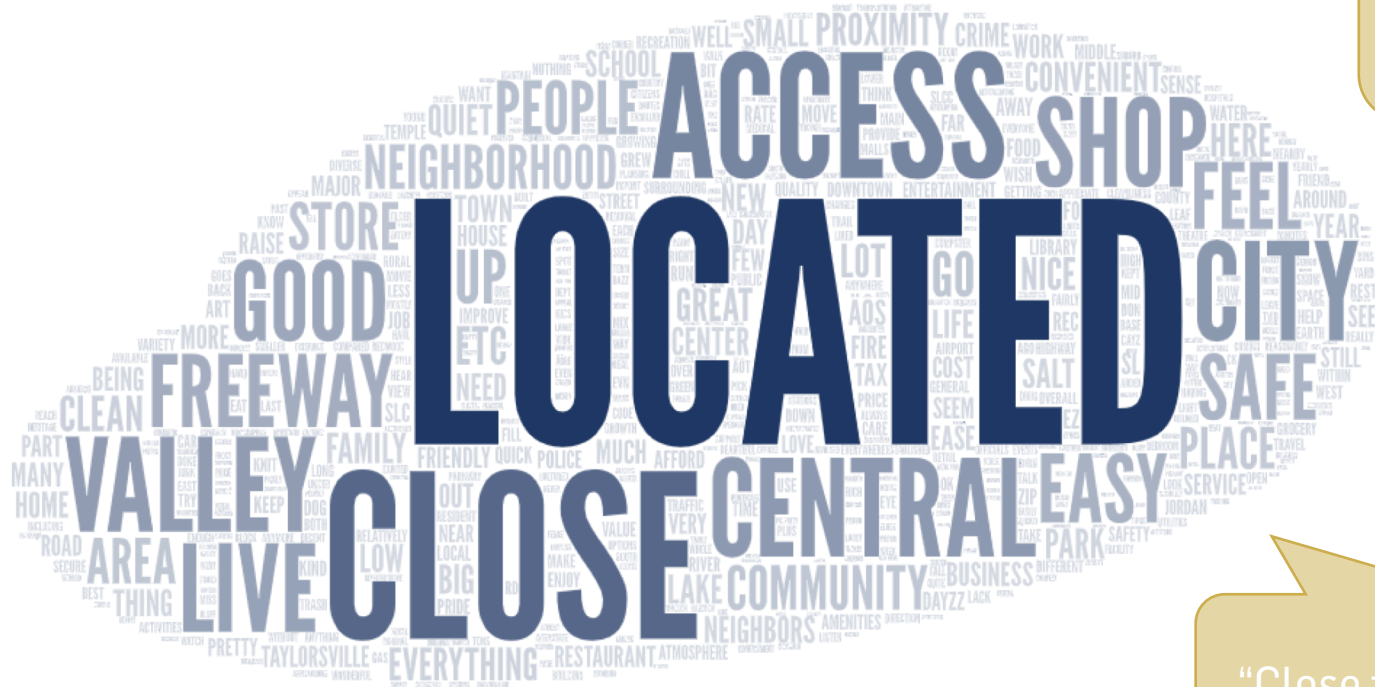
How would you rate the City of Taylorsville today compared to five years ago? Would you say it is...



CENTRAL LOCATION IS A TOP DRAW TO TAYLORSVILLE

Almost all residents' comments on what they like most about living in Taylorsville focus on its good location and easy access to the highway, other parts of the valley, and shopping/entertainments needs.

What do you like most about living in Taylorsville?



TRAFFIC AND GROWTH ARE THE TOP ISSUES FACING TAYLORSVILLE

Whether now or in five years, residents say the top issue facing Taylorsville is traffic and growth. Crime comes in as a close second-place issue behind traffic.

In your opinion, what is the most important issue facing Taylorsville today?



In your opinion, what will be the most important issue facing Taylorsville in the next 3-5 years?



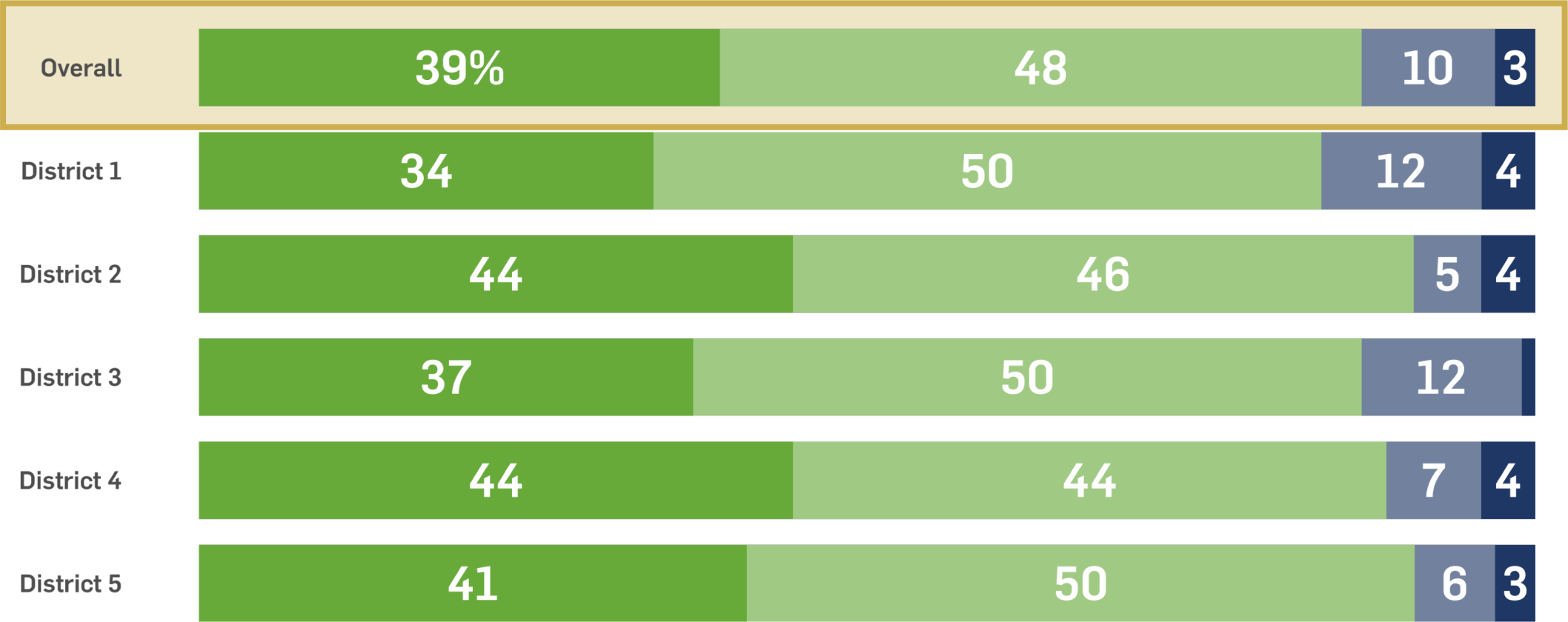
VERY FEW ARE UNLIKELY TO RECOMMEND TAYLORSVILLE

Overall only 13% of residents are unlikely to recommend Taylorsville to friends and family as a good place to live. Districts 1 and 3 are up to 10 percentage points lower on being very likely to recommend Taylorsville.



How likely are you to recommend the City of Taylorsville to friends and family as a good place to live?

Very likely Somewhat likely Somewhat unlikely Very unlikely



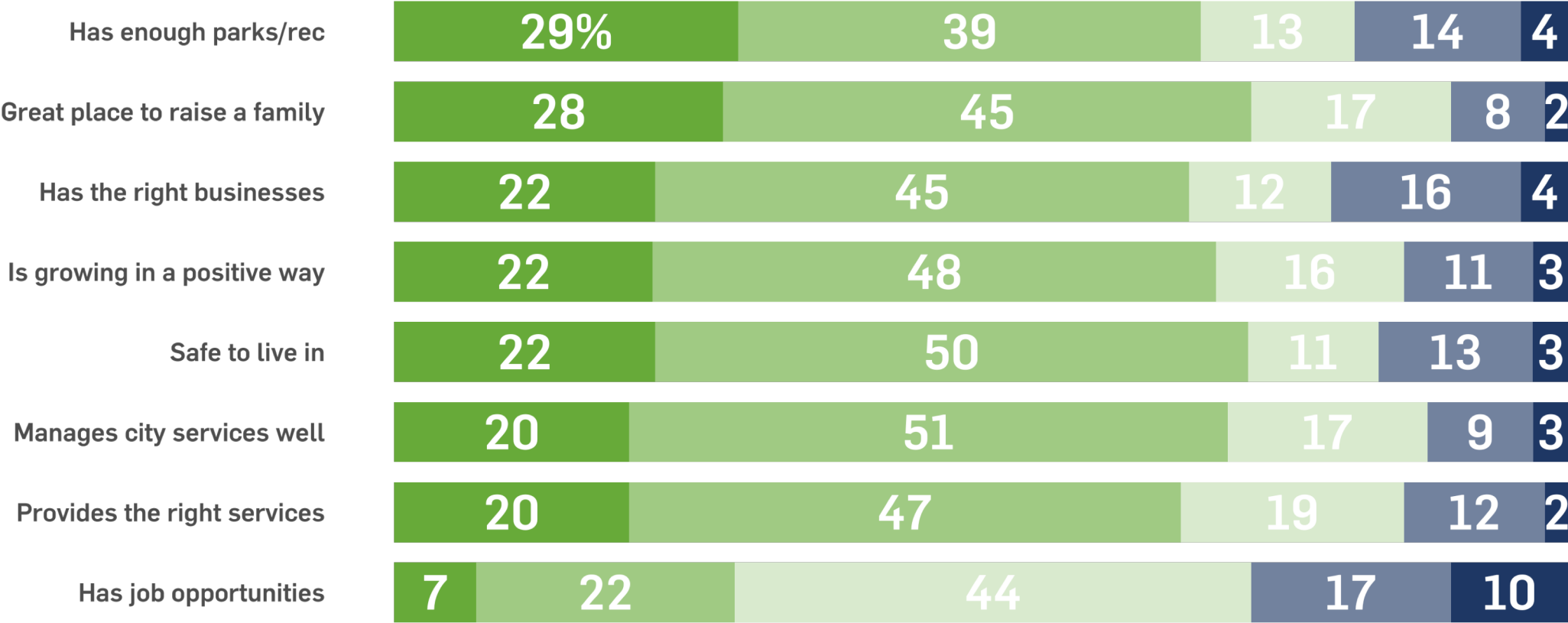
MAJORITY OF RESIDENTS HAVE POSITIVE VIEWS OF TAYLORSVILLE

The City performs best on having enough parks/recreation and being a great place to raise a family. Only 7% of residents strongly agree that Taylorsville has job opportunities, the metric on which Taylorsville performs the worst.



To what extent do you agree or disagree with the following statement about Taylorsville?

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree



CITY SERVICES

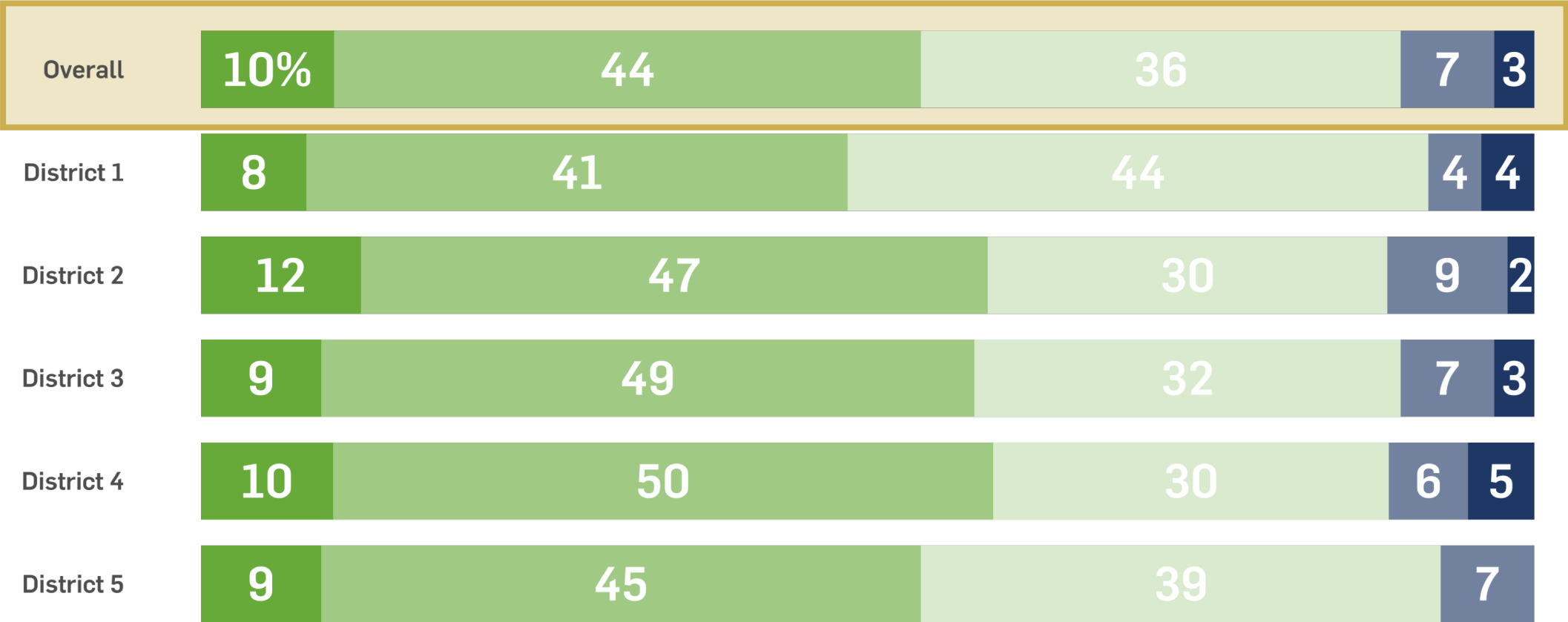
VALUE OF TAX DOLLAR SEEN AS GOOD BUT NOT EXCELLENT

Residents in most districts rate the value of their tax dollar as good, with District 1 being the possible exception of rating it lower.



In general, how do you rate the service you receive from Taylorsville for your tax dollar? (scale of 0-100)

Excellent Good Average Poor Terrible

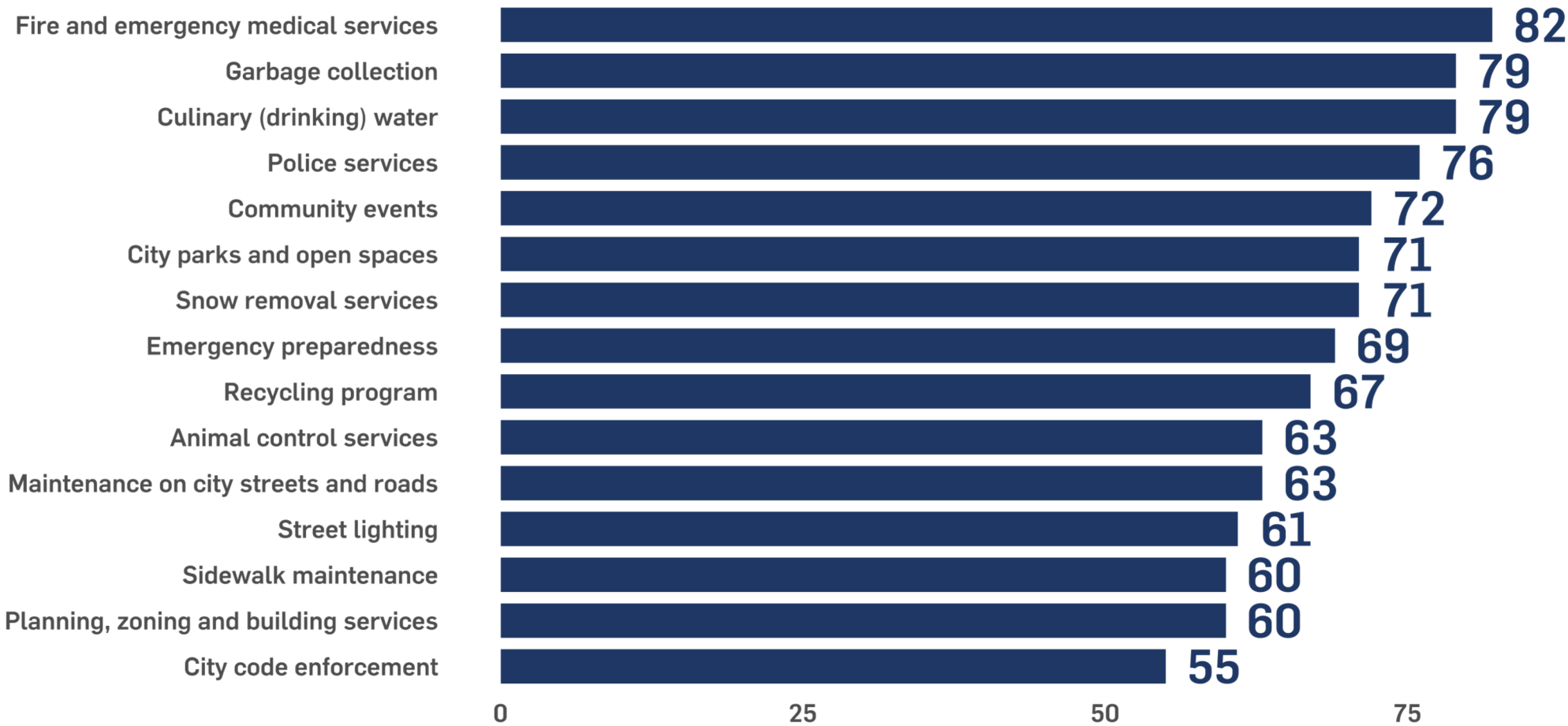


FIRE AND EMERGENCY MEDICAL SERVICES PERFORM BEST

Residents rank the top three city services as 1) fire and emergency medical services, 2) garbage collection, and 3) drinking water. City code enforcement and planning/zoning rank at the bottom.



Taylorsville provides several services to its residents. Some are provided directly by the city, and some are provided by districts or agencies that the city works with. Please rate each of the following services using a 0 to 100 scale with 0 meaning you are completely dissatisfied and 100 meaning you are completely satisfied. If you are unfamiliar with a service, select Not applicable.



RESIDENTS ARE MOST LIKELY TO MENTION ISSUES WITH STREETS

Residents mentioned a variety of issues with city services. Some of the most mentioned issues were fixing streets, problems with over-crowded parking, and code enforcement on neighbors perceived to be breaking the law.



If you have any comments you would like to briefly share about your experience with any of the services listed above in the past year, please enter them here.



"The animal control service is an ABSOLUTE JOKE"

"Single family homes turned into rentals"

"Garbage removal at a consistent time of day, sidewalks need to be leveled and repaired"

"Repave bumpy and grooved asphalt roadways"

"I gave a low score to code enforcement - not because they don't do a good job of enforcement, but because I believe there are too many codes"

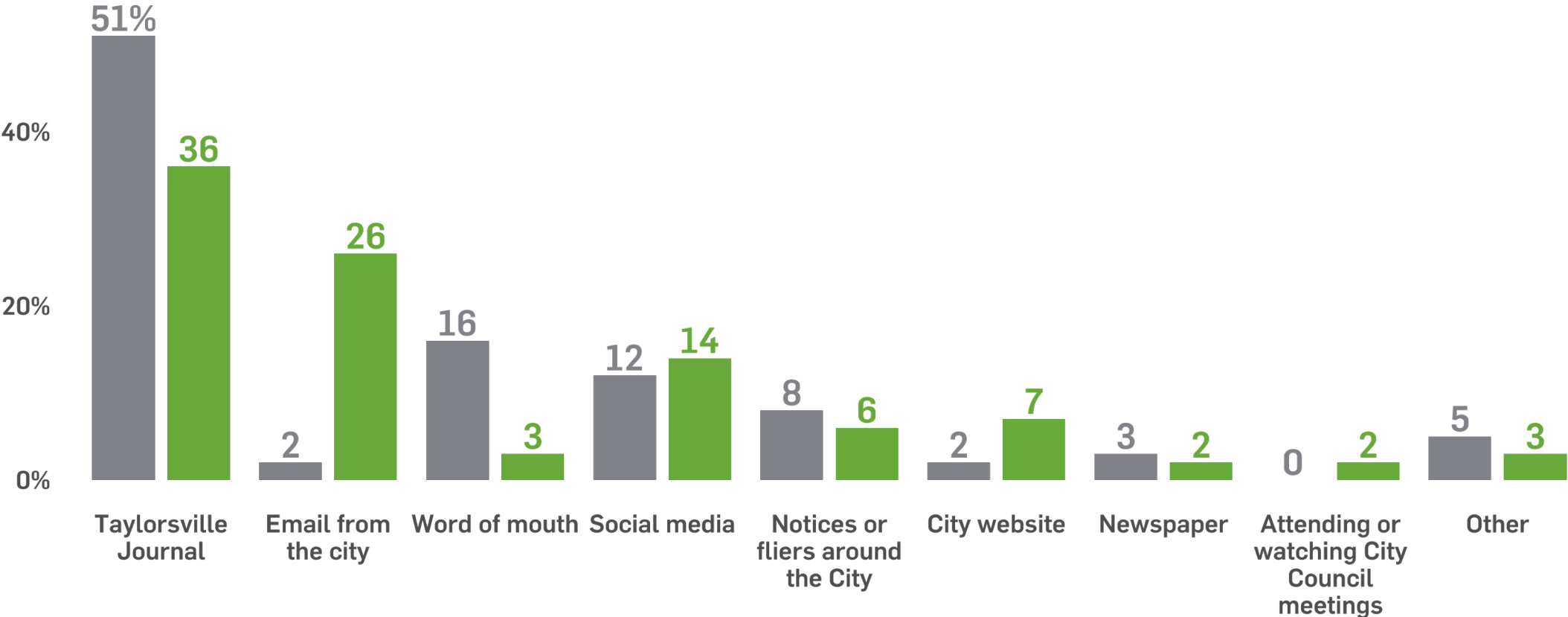
TAYLORSVILLE JOURNAL IS THE KEY NEWS SOURCE

Only 2% of residents report currently receiving most of their information in an email from the city. However 26% would prefer receiving city news this way. Email ranks as the second-most preferred method, behind only the Taylorsville Journal (36%).



From which source do you currently receive most of your information about the City of Taylorsville?
From which source would you **prefer** to receive most of your information about the City of Taylorsville?

Currently receive Prefer to receive



ONLY HALF OF RESIDENTS SATISFIED BY CITY OFFICIALS' RESPONSES

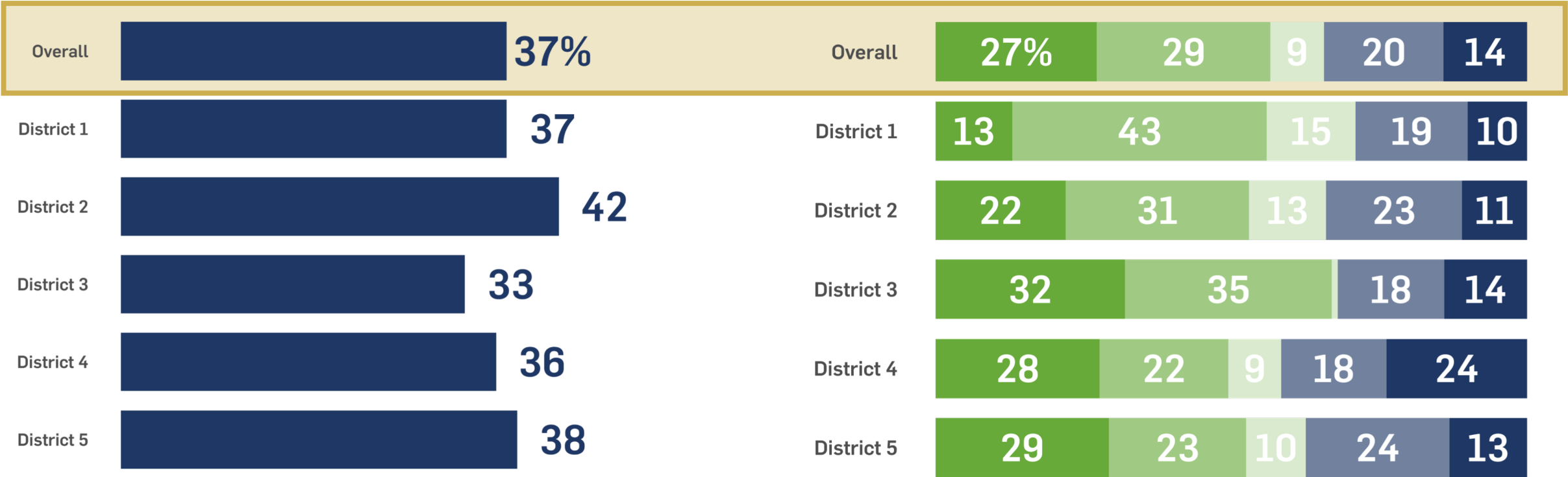
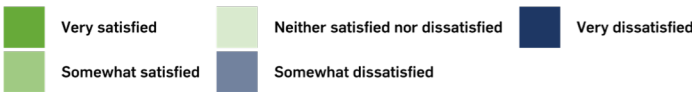
A little more than 1/3 residents report contacting the city of Taylorsville this last year, and more than 1/3 of those say they are dissatisfied with the city's response. Districts 1 and 2 are least likely to be very satisfied with the city's response.



During the past year have you contacted any Taylorsville office to seek service, information, or to file a complaint?



Were you generally satisfied or dissatisfied with the City's response?



RESIDENTS HAVE MIXED FEELINGS ABOUT EXPERIENCES WITH CITY OFFICES

Residents express a variety of opinions about their experiences contacting city offices. A significant number share positive experiences. However, a good portion who call city offices do so because of problems with their neighbors and report the problems do not get resolved.

If you have any comments you would like to briefly share about your experience with any Taylorsville office in the past year, please enter them here.



NEIGHBORHOODS

DISTRICT 3 IS MOST SATISFIED WITH ITS NEIGHBORHOOD

Residents in District 3 are most likely to agree that their neighborhood looks pleasing and receives enough attention from the city. District 1 is least likely to agree with these statements.

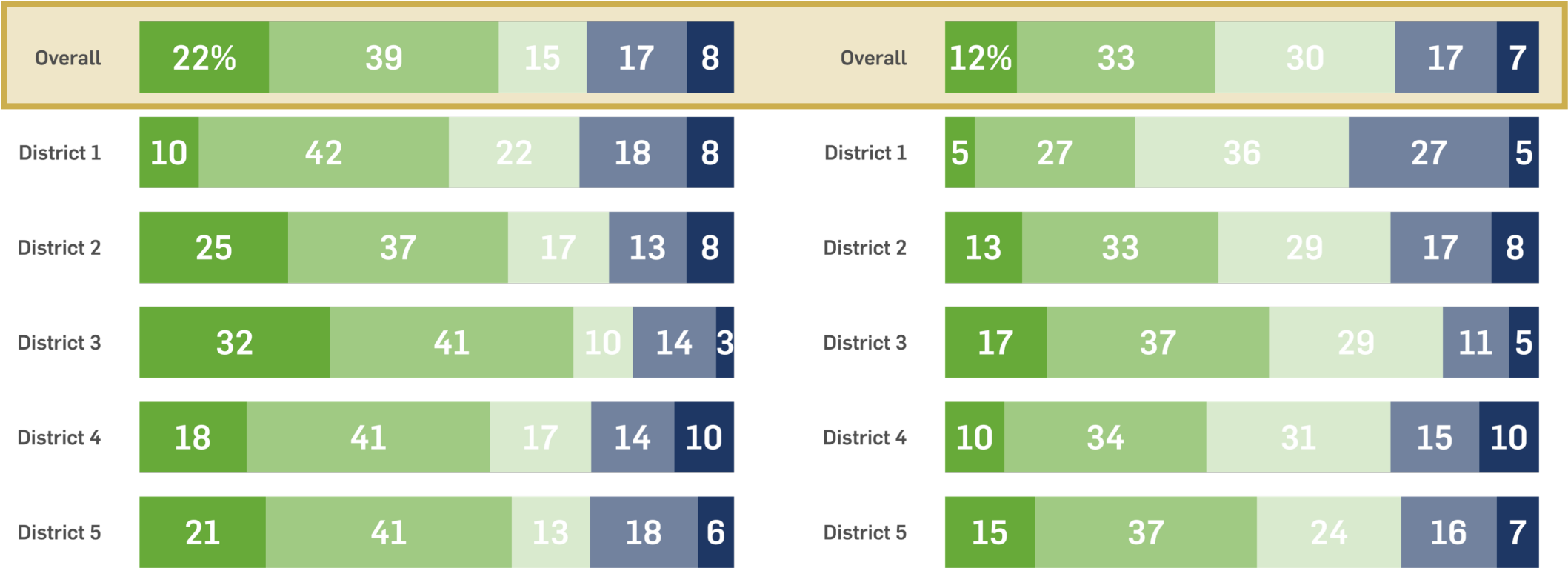


How much do you agree or disagree with the following statements about your neighborhood?

I am pleased with the way my neighborhood looks

My neighborhood gets enough attention from the City

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree



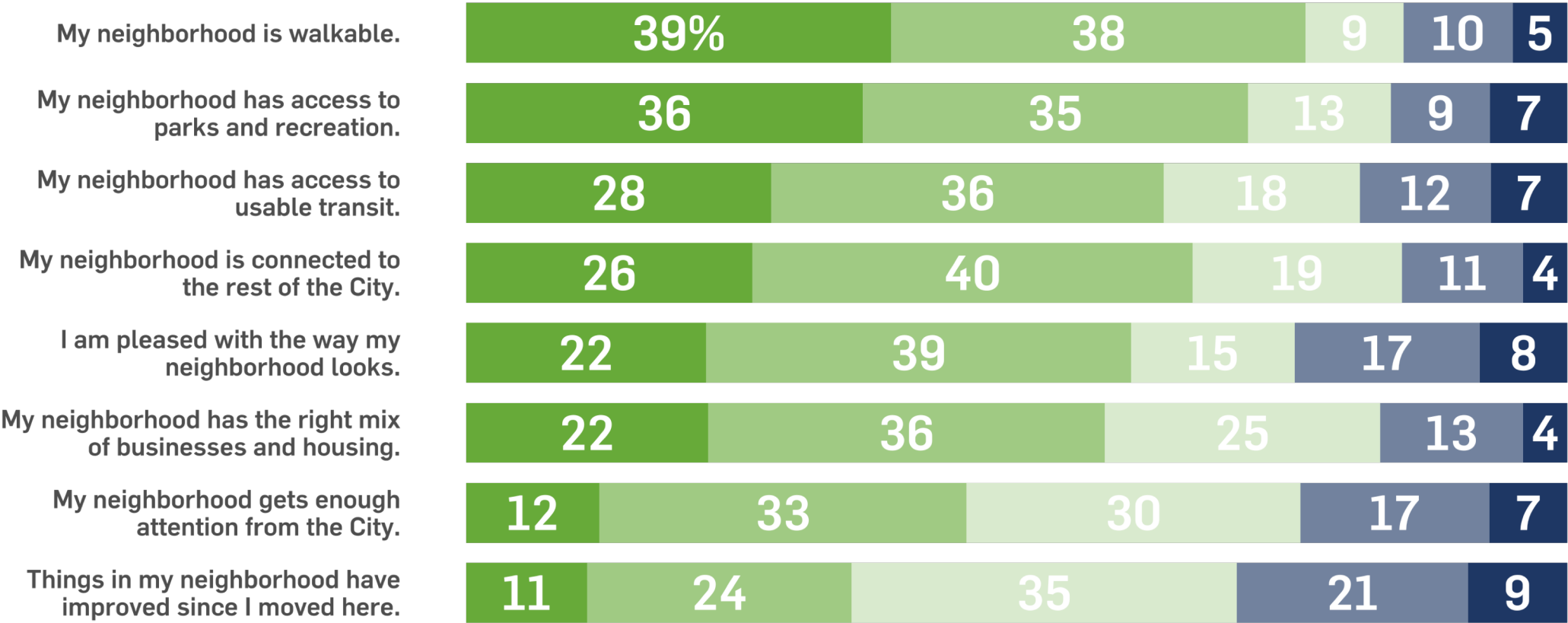
NEIGHBORHOODS ARE WALKABLE WITH ACCESS TO PARKS AND RECREATION

Taylorsville performs best on having walkable neighborhoods and access to parks and recreation. The city performs worst on neighborhood improvement and getting enough attention from the city.



How much do you agree or disagree with the following statements about your neighborhood?

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree



TAYLORSVILLE IS PERCEIVED AS A FRIENDLY, SAFE CITY

Overall, residents largely describe Taylorsville as a friendly city and say it is safe, quiet, and nice. However, many residents still express concerns that Taylorsville is getting worse because of growth, crime, and lack of care for neighbors.

What words or phrases first come to mind when you think about your neighborhood?



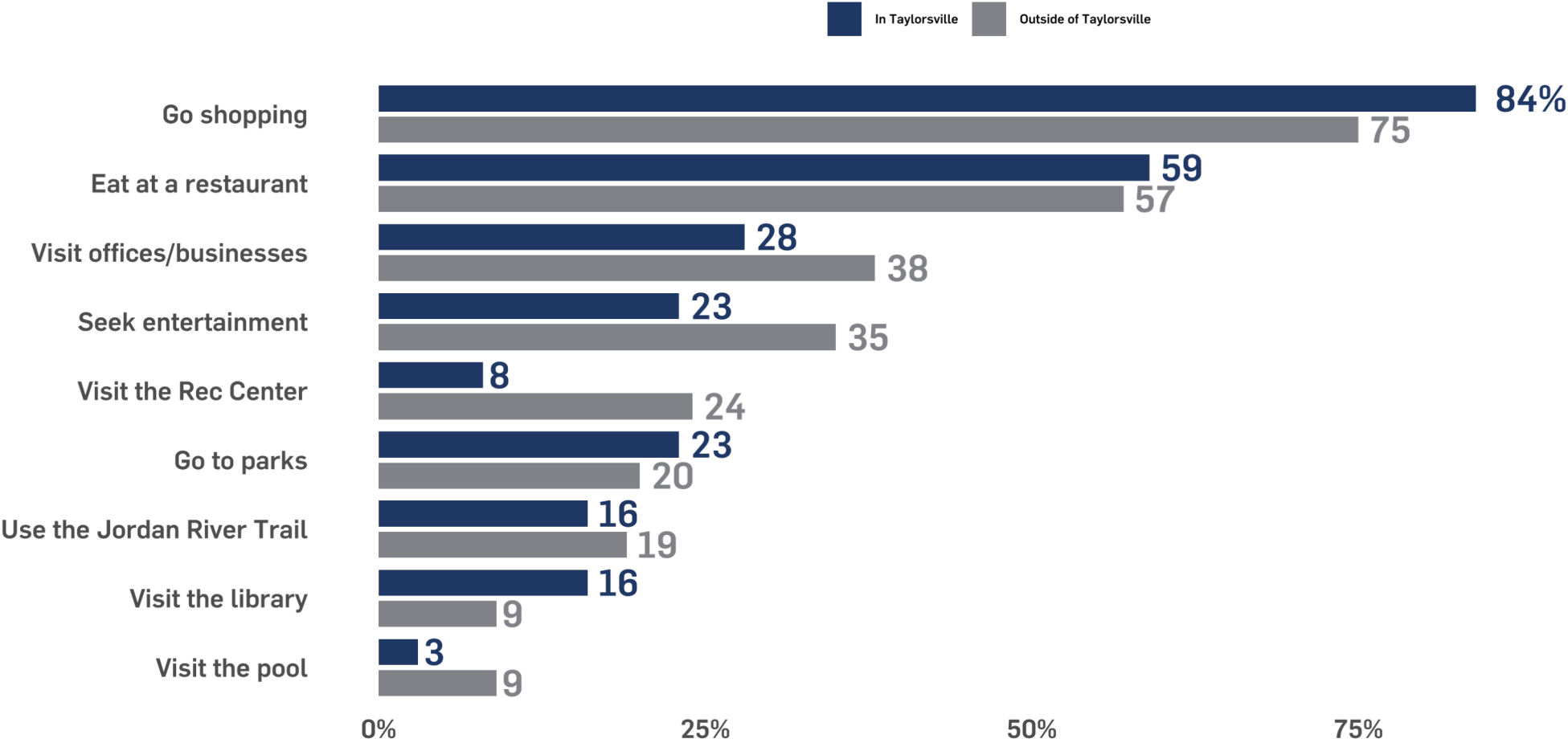
ACTIVITIES AND DEVELOPMENT

SHOPPING AND EATING OUT ARE TOP ACTIVITIES DONE IN TAYLORSVILLE

Residents report shopping in Taylorsville more frequently than shopping outside the city. However, residents are 10+ points more likely to do the following activities outside of Taylorsville rather than inside: visit offices/businesses, seek entertainment, and visit a rec center.



How often do you or your family members do each of the following activities in Taylorsville?
How often do you or your family members do each of the following activities outside of Taylorsville?
(Percentages shown below are for residents who have done the activity at least a few times a month)

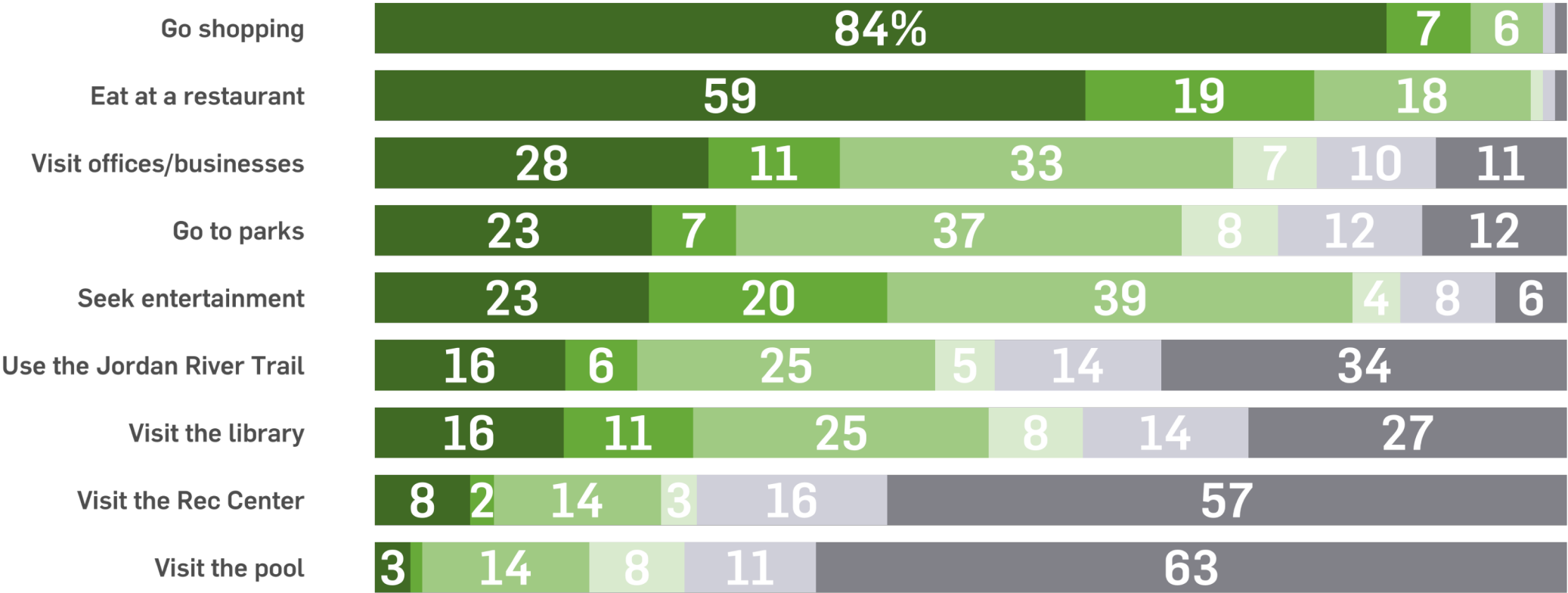
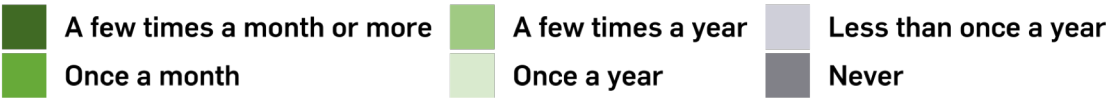


SHOPPING AND EATING OUT ARE TOP ACTIVITIES IN TAYLORSVILLE

Visiting the pool and the recreation center are the activities residents participate in least frequently in Taylorsville.



How often do you or your family members do each of the following activities in Taylorsville?

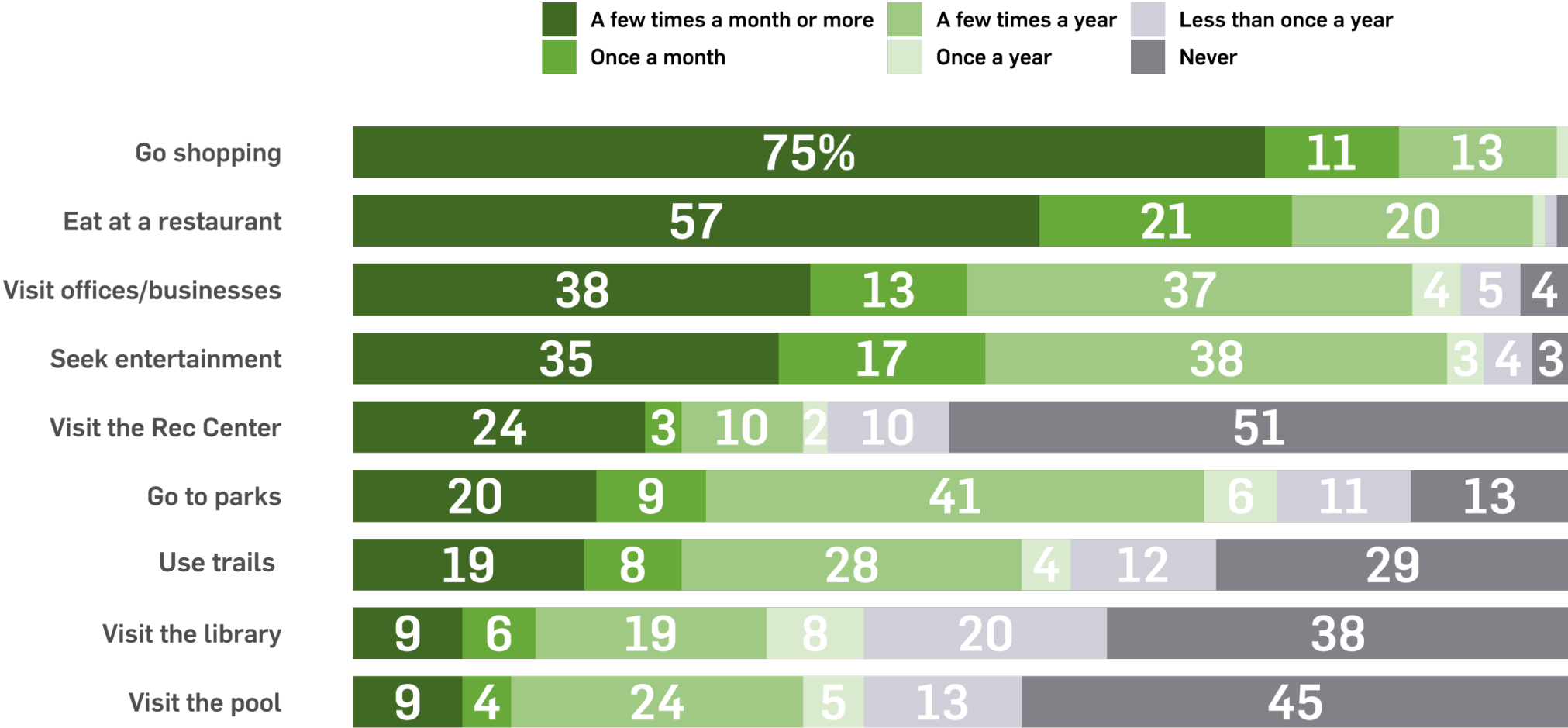


SHOPPING AND EATING OUT ARE TOP ACTIVITIES OUTSIDE OF TAYLORSVILLE

Visiting the pool and a library outside the City are the least frequently done activities outside of Taylorsville.



How often do you or your family members do each of the following activities outside of Taylorsville?



RESIDENTS WANT MORE STORES AND RESTAURANTS

When asked about what businesses residents would like to see more of in Taylorsville, many mention sit-down restaurants. Residents also mention wanting more stores, with grocery stores in particular being the most common; professional businesses are less commonly mentioned.

What kinds of businesses would you like to see in Taylorsville that aren't currently available?



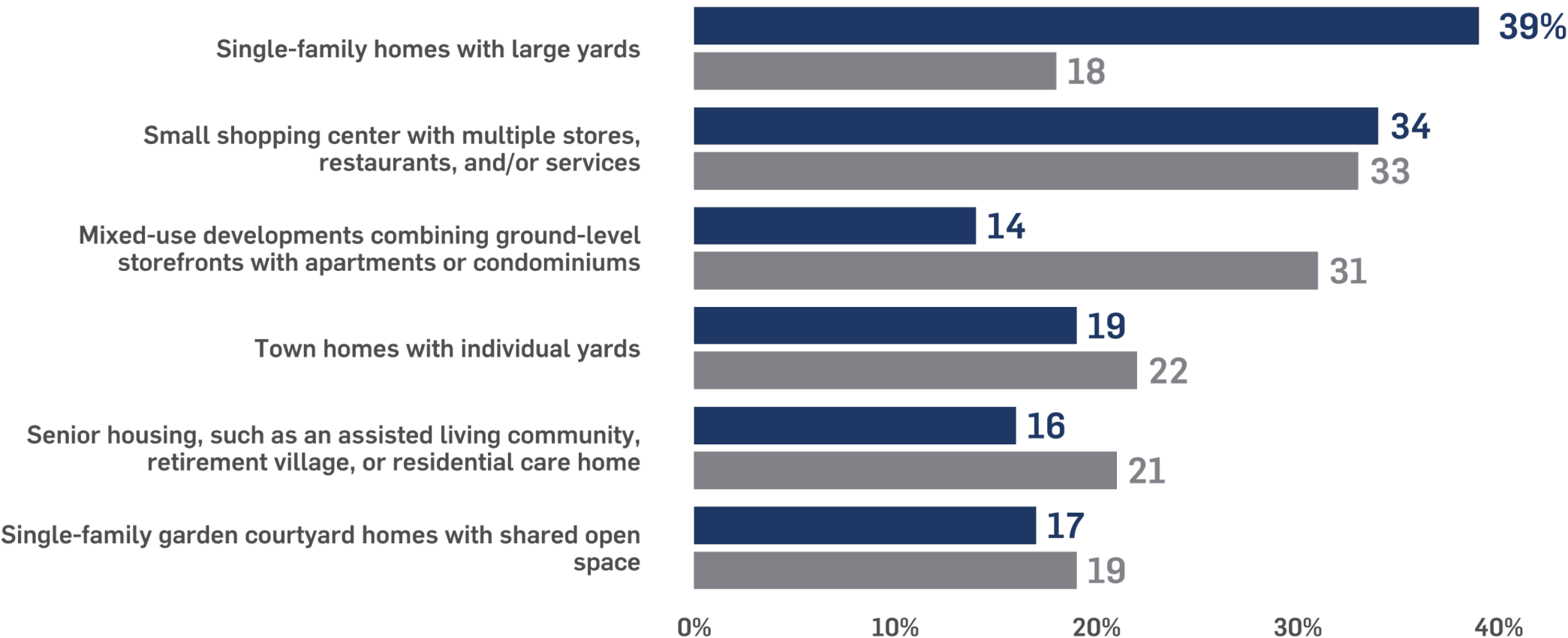
SINGLE-FAMILY HOMES MOST DESIRABLE FOR “MY NEIGHBORHOOD”

Of all possible new developments, residents are most likely to say single-family homes with large yards would fit well in their neighborhoods. Only 14% of residents say mixed-use developments would fit well in their neighborhood, yet 31% say it would be nice to have somewhere else in Taylorsville.



Which, if any, of the following features would fit well into your area of the City? Select all that apply.
Which, if any, of the following features might not fit well into your area of the City, but would be nice to have somewhere in Taylorsville? Select all that apply.

Would fit well in my area of the City NOT fit well in my area of the City



RESIDENTS WANT AN INDOOR POOL MORE THAN ANYTHING ELSE

The top recreational amenities residents wish they had available to them in Taylorsville are an indoor pool (20%), an indoor fitness center, and more parks/trails.

What recreational amenities, if any, would you like to have access to in Taylorsville that are not currently available?



